



SPRING OPENING

Thursday, March 26th, 1914

Miss Beautiful reads the authentic journals of style and then comes to OUR store to buy. She knows that we always have the latest decrees of FASHION. Our enticing Spring Merchandise is here. We invite you to visit the Opening of our NEW SPRING GOODS. When you see our charming selections you will make your selections and make them at once.

Buy your new outfit EARLY and cast aside your depressing winter garb that you may have a longer time to use and enjoy a cheerful costume.

Ready-to-Wear Department

This season we are showing the largest and most comprehensive line of Ready-to-Wear Garments that has ever been seen in Laurens. All the very latest models and colors are here assembled.

Coat Suits for street wear in the latest models and colors from 14 to 40.

Silk Dresses in Taffetas and Crepes in the newest designs. Wool Dresses in a large and complete range of colors and styles.

The price on all of our Ready-to-Wear Goods is as low as is consistent with modern retail methods. We stand back of every garment sold as to fit, style and workmanship. Be sure and visit this department.

Our Millinery Department

You will be surprised to see the beauty and elegance of our Hats. We have never shown such a large and varied assortment as we are this season. We have inexpensive Hats as well as the more elaborate and higher priced ones.

Our Dress Hats are the most exquisite that it has ever been our pleasure to show. Street Hats in an endless variety of shapes and colors. Mourning Hats in good conservative styles and shapes. Children's Hats in all the latest shapes and colors.

It will pay you to get your Spring Hat here. It is a conceded fact that this store in the criterion for stylish and up-to-the-minute Millinery in Laurens. Be sure to visit this Department. New models arriving daily.

"DO IT NOW!"

Says Mr. Rabbit,

"Come right in today," says Mr. Easter Bunny, "and select the shoes." "There's going to be some scrambling done among the last minute folks just the day before Easter Sunday, and you will want to be absent."

"The cool, calm, level headed people who always get what they want, and usually get the best, are coming in every day now and buying Easter footwear."

"In this connection a word to the wise enough. Today's the day."

WHAT WOMEN WISH TO KNOW ABOUT FOOTWEAR CAN BE LEARNED HERE.

There isn't a new spring footwear fashion, be it novel or staple, that we can not produce. Our shelves and our floor space are just packed and jammed with spring footwear for women.

From the "Baby Doll" Pump to the latest novelty in high heel dress footwear, including cut steel buckles and every sort of new ornamentation, you will find us amply provided with the proper sizes, widths and materials to suit your individual fancy.

And as has always been the case here, the prices are right and the values the best to be found in the city, bar none.

If your feet have never been "Switzerized" it's high time you were learning the meaning behind the word. No better day than today. Come in for your Easter footwear.

MEYER SPRING STYLE SILK GLOVES.

Black, white and contrasts. Meyers Chamolsette Gloves, short and long styles50c and \$1.00

RENEW DEVONSHIRE CLOTH A Yarn Dyed Fabric

Guaranteed Sun Proof and Tub Proof colors. This fabric is guaranteed to give satisfactory wear. A fabric superior to Baleton. Softer, better colors and lighter weight. Near staple colors in solids and stripes 20c

WASH GOODS DEPARTMENT.

32-in Windsor Costume Crepe, printed with white and tinted grounds and neat designs, price20c

40-inch printed Voiles and Crepes in all colors, various figures and patterns. A very excellent material 35c

Imported Crepe: 36-in. plain, light weight, white Imported Crepe. This is very serviceable and well adapted for spring dresses and waists, price25c and 50c

Shirt-Waist Crepe: 45 in. extra fine silk finish Shirt Waist Crepe. Nothing is better for a dainty waist than this material, price\$1.00

27-inch Voile Petite, beautiful plaid Voile for dresses, only25c

27-inch Figured Ratine Crepe only 50c

27-inch Stab Voiles only25c

27-inch Embroidered Chiffon Crepes, only25c

NEW SPRING NECKWEAR

Pichus and dainty Pierrot frills have so influenced the styles of neckwear that the spring fashions will be the most fascinating items of women's apparel since the splendid days of the Empire.

A wonderful variety of Jabots have just arrived at our neckwear counter which have been carefully taken from their folds of tissue—and now are ready for your approval.



Authoritative Styles WARNER'S Rust-Proof Corsets

Paris has spoken and Dress Fashions have therefore been set for spring. Now is the time to select your corset. Choose a Warner's—for a Warner's is designed to accurately set off the fashions of the season—wear it for a couple of weeks, and then have your Spring suit or gown fitted over the new corset. You will be surprised how much easier the fitting will be and how much more satisfactory the result. The new Warner Styles meet every detail of fashion's edict. New gowns are fluffy and full over the hips, and Warner's Corsets have long skirts inset with elastic gores or lacings to permit the freedom necessary without disturbing the drape of the gown. Your waist this season must be natural and for cer-

tain extreme gowns reflecting the Venus de Milo pose, there are Warner corsets designed to create this pose in easy, natural lines—corsets designed to support the figure, too. The spring showing of Authoritative styles of Warner's Rust-Proof Corsets can be had at our counter all this week.

Choose your Warner's now. Wear it when fitted to your new gown—the result is satisfaction.

Warner's Rust-Proof Corsets \$1.00 to \$3.50. Every pair guaranteed. . . .

For Children.

Dainty little Russian dresses for children of 2 to 6 years. Made from a cotton fabric closely resembling linen. Solid shades of champagne, light and medium dark blues. Prettily trimmed with embroidery.

Children's dresses in box pleated effects. The material is a splendid quality of dark blue linette. Neatly trimmed with fancy braid and finished with belt. For children 2 to 6 years of age. 25c to \$1.50.

The prettiest spring blouses we've ever shown—especially in Lingerie.

Low and high necks, long and short sleeves. The season's best models. \$1.00 to \$1.50.

SILK DEPARTMENT

We are showing this season all the latest weaves and colors in high grade Silks. It will pay you to make your selection early while the assortment is at its best.

Crepe DeChine: We have a complete line of Crepe DeChine 40 in wide in black, olive, terra cotta, taupe red, Rose and Navy. This is a very popular material for this season. Price \$1.50

HOSIERY DEPARTMENT.

Our new spring lines of Hosiery have arrived and you should see all of these new colors as early as possible. The Hosiery carried by us is all standard from standard makers and the best than can be had at the price.

Onyx Silk Hose: Ladies Onyx Silk Hose in black and white, also 15 other colors. This stocking is the recognized standard in the hosiery world. These have double toe and high spliced heels, with lisle tops, at . . . \$1.00

Onyx Silk Hose: These silk hose come in black, white, tan and six other colors and are very exceptional values at50c

Onyx Dub-L Near Silk Lisle Hose. Tan, white and black25c

Christy Superior Quality Lisle 15c

Children's Onyx Hose: Children's fine ribbed and spring weight Onyx Hose in black, white and tan25c

SOCKS.

Infant's and children's Socks in a variety of beautiful colors; best quality lisle thread. We show plain white with fancy tops, also navy and black with colored tops; also show new "Rollex" tops; sizes up to 8-12; . . . 25c

UNDERWEAR.

New Gauze Underwear for spring and summer wear. A splendid gauze Union Suit in very sheer, fine rib, V and square neck styles. Tight and open knee. A very pretty garment, price, suit50c and \$1.00

Splendid assortment of ladies' Gauze Vests, all finished with tape in arms and neck; square and V shaped neck; regular and "out sizes;" garment 5c, 10c, 15c, 25c and35c

NEW SPRING HANDKERCHIEFS.

Every one of these dainty bits are trimmed with real Irish crochet in various patterns, combined with handkerchief linens. Made up in the straight and side effects. Selling from 15c to \$2.50 each.

SWITZER COMPANY